

Dairy Dream Designs

An Honors Thesis (Honors 499)

by

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Abstract

Dairy Dream stands as one of the most historical, nostalgic restaurants in the East Central Indiana area. The ice cream parlor/restaurant has been in business for over 60 years, passed down through three generations of the St. John family. It is a beloved part of the Albany community and many of the surrounding areas, and it has become part of my career and personal aspirations to help maintain and prolong its existence. Inspired by the combination of my long-term employment, dedication to leadership in the revamping of the establishment, and pursuit of a career in graphic arts, I have designed four 3X4 outdoor posters for the Dairy Dream of Albany at the special request of my boss, Rex St. John.

Acknowledgements

I would like to thank Professor Rene Church of the Graphic Arts Management program for not only assisting me with this project, but for being a helpful, enthusiastic, and inspiring educator within our department.

I would also like to thank Rex St. John, owner of the Dairy Dream of Albany, for providing me with endless opportunities to grow as an employee within the company, as a designer in the graphic arts field, and as an individual.

Last but not least, I would like to express gratitude towards my parents, Jeff and Sheila Birsfield for encouraging the pursuit of a career in graphic design and helping me in every aspect of my educational process.

Author's Statement

I chose to take on this project for many reasons. Firstly, it required the further development of my skills in the foremost category of a career in graphic arts: combining design and printing. When it comes to designing, it is absolutely necessary to understand the production process so that you can produce realistic designs. A plethora of factors from beginning to end must be considered. These four posters needed to be comprised of vibrant colors, but it is important to note that not all colors visual on a computer screen are reproducible. They also needed to be printed on a high quality substrate, and their outdoor use and subject to wear and tear were also important factors to consider. The posters were printed with Epson UltraChrome K3 inks, which are extremely high performance, and are scratch, water, and wear resistant. These inks also offer a low level of metamerism to ensure that color change under different lighting conditions is prevented as well. Before installation, the posters will be mounted and laminated with a UV resistant film to ensure the full life of the color is preserved. As far as visual communication is concerned, these posters had to effectively communicate the tradition and uniqueness of the restaurant and also serve as promotional and advertising tools. The designs I created represent the top four signature products, created to both entice and inform customers of the creation, dedication to quality, and history of each selected item.

Having an actual client throughout the process also helped me to generate a better understanding of the importance of communication in graphic design. Even though my client was a long-time boss and friend, it was still crucial that I communicated both professionally and effectively. As a designer, it is absolutely necessary to be able to envision and recreate the ideas of the person you are designing for. What was particularly challenging about these posters was that I had to incorporate a somewhat flashy color scheme in order to integrate them with the other visual aids utilized at Dairy Dream. With my personal style, I tend to shy away from "loud" designs, but Rex likes bold, forward visuals. I had to step outside my comfort zone in attempts to achieve the look he desired. By doing so, I was able to further develop my knowledge in the theory of design and still create an attractive design. I would say I have effectively delved into unexplored territory and emerged as a better graphic designer.

This creative project also allowed for me to advance my competence in the large format printing field, in which I had minimal experience with before. It encompassed a variety of materials and equipment I had not formerly been able to work with in my educational experience.